

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2018/2019

BAE1044 – ENGLISH FOR BUSINESS COMMUNICATION

(All sections / groups)

18 OCTOBER 2018

2.30 p.m. – 4.30 p.m.

(2 Hours)

INSTRUCTIONS TO STUDENT

1. This Question Paper consists of **EIGHT** pages.
2. Answer **ALL** questions in **SECTIONS A, B and C**.
3. Shade your answers for **SECTION A** on the OMR sheet.
4. Write all your answers for **SECTION B and C** in the Answer Booklet provided.

SECTION A: MULTIPLE CHOICE QUESTIONS [20 MARKS]

Instructions: Answer ALL questions in this section.

1. Azhar has a small bakery that sells pastries, cookies and birthday cakes. To promote his bakery, Azhar created a Facebook page and uploaded pictures of his products. Many of his clients are his Facebook followers, and this has helped Azhar to improve sales in his bakery. Azhar's communication with his Facebook followers is a type of _____.
 - A. impersonal communication
 - B. face-to-face communication
 - C. intrapersonal communication
 - D interpersonal communication

2. Jason chaired a meeting recently with the objective of listening to complaints from his tele-marketing executives. Many of his staff are unhappy with the new working hours set by the management. They also feel that they are underpaid and often their claims are processed late. Jason listened to their complaints and suggestions to improve the situation and promised to bring this matter to the top management. The purpose of the meeting that Jason conducted is _____.
 - A. representation
 - B. letting off steam
 - C. nailing colours to the mast
 - D. communication and personal contact

3. You know that securing sponsors or collaborators is important in ensuring the implementation of a successful business plan. Your CEO has warned you that some sponsors or collaborators are very blunt. You are prepared for this when meeting one of the sponsors, but you were shocked when the sponsor sat silently for a long moment and without even looking at you, asked in a sarcastic tone, "Seriously? Is that the best you can do?" How should you respond to his question?
 - A. Respond with confidence, saying "Yes, it is absolutely the best plan."
 - B. Respond with a question, saying "Do you have a problem with the plan?"
 - C. Respond with respect, saying "Well, if you don't like it I suppose I could adapt the idea to suit your company's needs."
 - D. Respond with an assurance, saying "Yes, it is the best, and I do not have problem to pitch this idea to a different company."

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4. Every month, Mark has to give a presentation on activities carried out by the engineering department and presents the information to other co-workers from other departments. As an engineer, he is technically knowledgeable and knows his job, but he has problems at giving presentations. He often has too much information on his slides, which contain too many technical terms and calculations that confuse the audience. They become uninterested in his presentation after many questions from the audience are ignored. In order to keep his audience's attention during his presentation, Mark should do all these **EXCEPT** _____.
- A. anticipate his audience's questions
 - B. allow the audience to ask questions
 - C. relate the content to his audience's needs
 - D. focus on how his ideas or plan will benefit him
5. The culture in your office has always been informal, but professional. However, the newly hired marketing assistant manager, Sean, inclines to communicate in a very formal style. Some senior staff in your company find it to be offensive, impersonal and distant. They have raised their concern on this, and they feel that the new member is not able to fit in and should be advised to leave the company. How should you respond to this situation?
- A. Call for a meeting with everybody and address the issue immediately.
 - B. Tell the senior staff to stop complaining and remind them that they were once like Sean.
 - C. Talk to Sean and highlight the nature of the communication style in the company and advise him to change his style so he can fit better in the company.
 - D. Ignore the complaint and allow Sean to continue with his communication style as it is not the company's responsibility to change their worker's communication style.
6. Dan is asked by his manager to write a letter to their clients regarding their new product. While planning to write the letter, Dan structures the letter by getting the client's attention to the benefit of the product, and then builds the client's interest towards the product by emphasising the relevance of the product to them. He also explains how the product will benefit the client and at the end of the letter, motivates the client to take action by stressing the positive result of their action. Dan is writing a _____ letter.
- A. sales
 - B. request
 - C. complaint
 - D. recommendation

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7. You are attending an interview. In the interview, the interviewer poses questions that are broad and require you to respond freely. The interview is informal, and the objectives are to bring out your personality and for testing professional judgment. What type of interview are you attending?
- A. Stress interview
 - B. Group interview
 - C. Structured interview
 - D. Open-ended interview
8. *I worked closely with marketing managers to help them provide the best possible information to our consumers.*

Experience has taught me how to build strong relationships with all departments at Multiplex organisation. I have the ability to work within a team as well as cross-team.

The extract above is an essential part of a cover letter. This part is referred to as

- _____.
- A. closing
 - B. heading
 - C. argument
 - D. introduction
9. Hassan works in a company that values team work. In the company, managers often do not make independent decisions because they believe that this will lead to confrontation and competition. Important decisions in the company are often made after consulting the management team. In Hassan's company, the focus is always on the group rather than the individuals. Hassan most probably works in a/an _____ company.
- A. Australian
 - B. Taiwanese
 - C. Scandinavian
 - D. North American
10. Which of the following would be considered an example of someone exhibiting haptics, a type of non-verbal behaviour?
- A. An executive talking jovially to the client in the meeting room.
 - B. An executive putting down the proposal on the table in the meeting room.
 - C. An executive shaking the client's hand the moment he walks into the meeting room.
 - D. An executive fixing his tie in front of the mirror before he steps into the meeting room to meet the client.

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11. Which of the statements below are **NOT** suitable to be included in a cover letter?
- I. "I am just writing this to apply for the position of the store manager."
 - II. "I will call you next week to set an appointment time that works for both of us."
 - III. "The job necessitates an individual who will manage the constant influx of content and publicise information on a daily basis."
 - IV. "My educational background, experience in this area, and interest in the challenges offered support my belief that I have the qualifications you seek."
- A. I and IV
 - B. I and III
 - C. I, II and III
 - D. II, III and IV
12. The CEO plans to have a meeting with his managers. He directs his secretary to prepare and send out all related documents to the managers. The secretary prepares the agenda, books a venue, sends out the meeting minutes and notices. The secretary should have done all these **EXCEPT** _____.
- A. book a venue
 - B. send out notice
 - C. send out minutes
 - D. prepare the agenda
13. Josh has an outgoing, open-minded and modern personality. He can be very blunt, and he thinks that his colleagues or clients should not be offended whenever he uses profanity. However, most of the time, his colleagues find it to be abrasive and offensive. Josh needs to be aware that he has created a _____ barrier between him and his colleagues.
- A. social
 - B. physical
 - C. technical
 - D. psychological
14. On a recent trip to Sanghai, Mr. Edward, a well-known American executive, met his client Mr. Ma in a small cafe. While sipping tea, Mr. Edward commented that the tea was too strong, which prompted Mr. Ma to discuss the different varieties of Chinese tea. After a lengthy explanation, Mr. Edward commented again that the tea he was having was too strong. What listening barrier is likely getting in the way of clear communication between the two people?
- A. Physical
 - B. Psychological
 - C. Thought speed
 - D. Faking attention

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15. You have been tasked to send rejection letters to unsuccessful candidates, and you know that no one likes to receive bad news. Which of the following are the best advice that you should adopt in constructing the negative messages?
- I. Advise the applicant to apply again
 - II. Explain the reason why the applicant was rejected
 - III. Ensure that you avoid being blunt and cold if you use a direct approach
 - IV. Do not mislead the reader in your buffer if you use an indirect approach
- A. I, II and III
 - B. I, II and IV
 - C. I, III and IV
 - D. II, III and IV
16. Mr. Chang works in Kuala Lumpur and has to send an important information to his counterpart in Singapore. The information needs to be sent urgently, and it contains complex information which is confidential. The best way to send the information is through a/an _____.
- A. email
 - B. courier
 - C. text message
 - D. telephone call
17. The top management of Razid Sdn. Bhd. has decided to downsize its workforce. In a recent meeting, it was agreed that underperforming and contract employees will be given a three-month notice to resign. As the human resource manager of the company, Ms. Jaqueline was asked to disseminate the information to the employees involved. Which of the following is the best way to convey the message?
- A. Send a formal letter to the employees
 - B. Invite the employees for a special meeting
 - C. Send a memo to all the employees via email
 - D. Call employees via phone to convey the message
18. Yani has tried her best to leave the office early today. She is meeting an important client for a meeting over lunch. However, on the way to the restaurant, she was caught in a heavy traffic. In the car, she was biting her nail and constantly looking at her watch. The non-verbal behaviour displayed by Yani, is referred to as _____.
- A. haptic
 - B. artifacts
 - C. kinesics
 - D. chronemics

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19. Maria is a community service worker. In her role, she needs to be able to communicate with many people with different communication needs. Some of the people she works with have low health literacy levels, and others are living with impairment that affects their communication. To be an effective communicator, Maria needs to be able to employ a range of communication modes, and types in order to meet the communication needs of the people she cares for. To ensure effective communication, which medium and channel should Maria use?
- A. Oral and email
 - B. Visual and lecture
 - C. Written and lecture
 - D. Oral and face to face meeting
20. Your managing director had called for a meeting with all department managers. In the meeting, the chairperson asked each department manager to provide him with the updates of the department's performance. Some managers also highlighted problems that their departments were facing which require prompt actions. The director took note of all the information for further action. What is the role of the meeting that was conducted with the managers?
- A. Problem solving
 - B. Upward briefing
 - C. Downward briefing
 - D. Executive decision making

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SECTION B: INTERPRETATION OF NON-LINEAR TEXTS [15 MARKS]

Instructions: Based on the information below, write the **Result**, **Conclusion** and **Recommendation** sections of a formal report in about 250 to 300 words.

A study was conducted on the distribution of telecommunication service subscribers by age and college students' expenditure. You have obtained the data as displayed in Figure 1 and Figure 2.

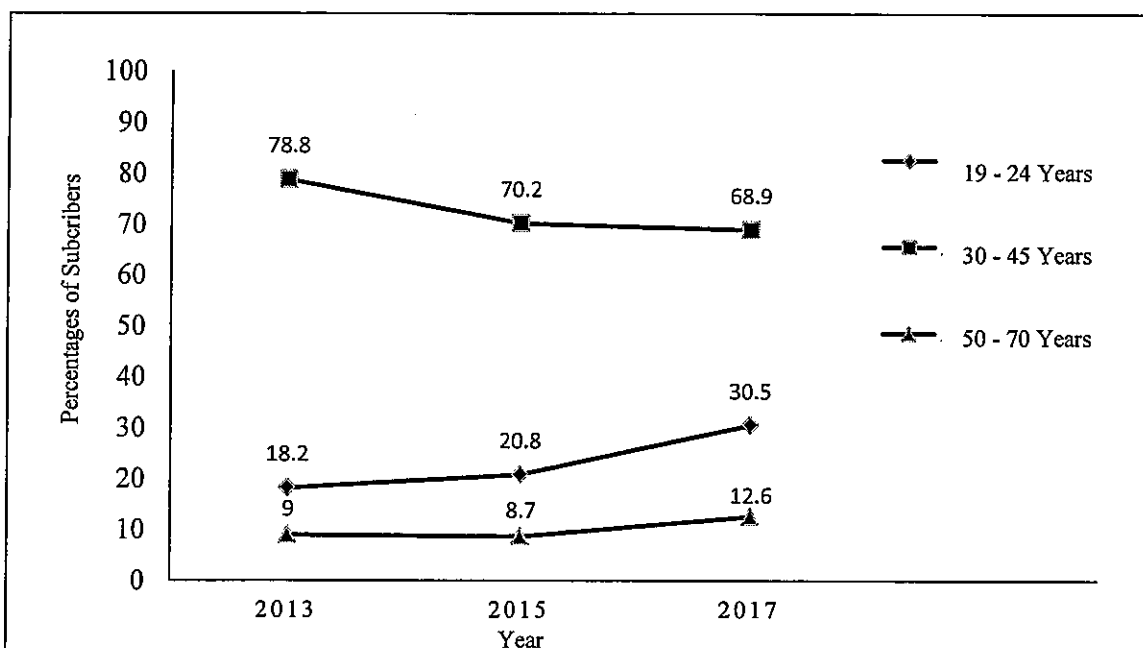


Figure 1: Distribution of network service subscribers by broad age group in 2013, 2015 and 2017

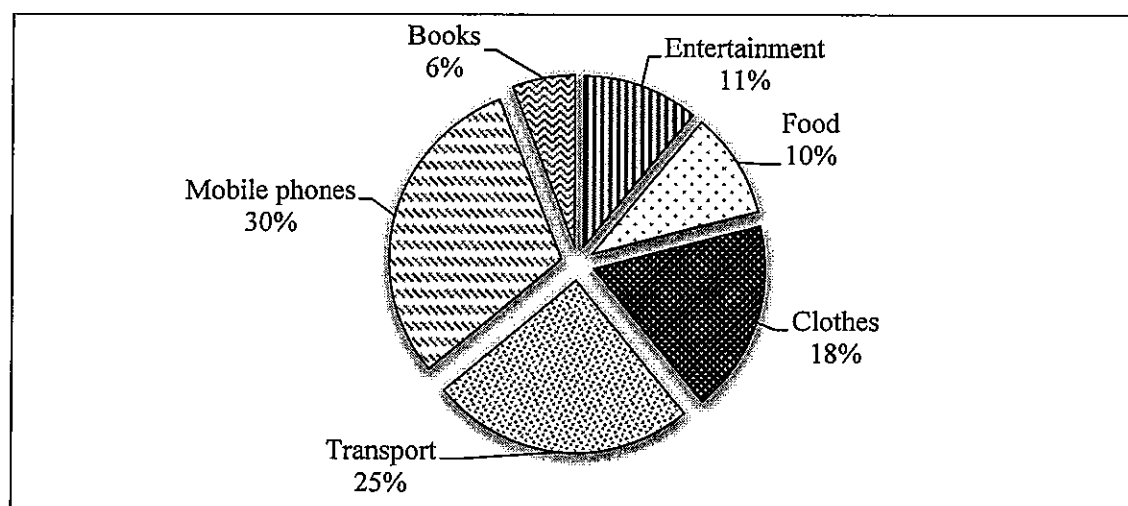


Figure 2: College students' monthly expenditure in 2017

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SECTION C: WRITTEN COMMUNICATION [15 MARKS]

Instructions: Read the description and complete the given task below using open punctuation and fully blocked layout of a formal letter. Your letter should be about 200 words long.

SITUATION:

Extreme X Games has just launched their latest product, *Spinner the Best*. The product has been selling fast and it has become one of the best products of the company. *Spinner the Best* has been promoted as a toy that helps children who have trouble focusing or fidgeting. The toy does come with a warning label that it must be used with adult supervision, and it is a choking hazard for children below 10 years old.

Even though *Spinner the Best* has become the best seller, the CEO is very apprehensive about it as the toy might cause accidents. His fears are confirmed when he is notified of the first lawsuit by a parent whose child choked on a part of the spinner and had to have it surgically removed. After further discussion with the board members, he has decided to pull the product from the market.

As the marketing manager of the company, you are to write a letter to the retailers explaining that the product is being removed from the market and explaining why you have reached this decision. Apologise for the temporary disruption to their business, but emphasise on the legal and social perspectives. Thank them for their continuous support to your company product and assure them that your company will continue to offer innovative product.

Write the **letter** to the retailers, adding any relevant information where necessary.

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